

**Ben G. Almond**  
Executive Director-  
Federal Regulatory

EX PARTE OR LATE FILED

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1133-21st Street, N.W.  
Washington, D.C. 20036  
202 463-4112  
Fax: 202 463-4198

EX PARTE

September 26, 1996

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
1919 M Street, NW, Room 222  
Washington, DC 20554

RECEIVED

SEP 26 1996

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

RE: CC Docket 96-152 Implementation of the Telecommunications Act of  
1996 Telemessaging Electronic Publishing and Alarm Monitoring Services

Dear Mr. Caton:

In accordance with Section 1.1206 of the Commission's rule this is to notify you that on September 26, 1996 Daniel Thompson, Jr., Suzanne H. Detlefs, David W. Scobey, Jr. and Ben Almond, all of BellSouth Corporation met with Michelle M. Carey, Raelynn E. Tibayan, Robert C. McDonald and Andrea Kearney, all of the FCC to discuss issues raised in the above referenced proceeding on Electronic Publishing. The material addressed in the enclosed document was used for discussion purposes.

Please associate this notification and accompanying document with the docket proceeding.

If there are any questions concerning this notification, please contact the undersigned.

Sincerely,



Ben G. Almond  
Executive Director-Federal Regulatory

Attachment/Enclosure

cc: Michelle Carey  
Raelynn Tibayan  
Robert McDonald  
Andrea Kearney

No. of Copies rec'd  
List A B C D E



# **BELLSOUTH ADVERTISING & PUBLISHING**

## **Meeting With The FCC**

**Thursday, September 26, 1996**

# BELLSOUTH CORPORATION

**BellSouth Telecommunications**

**BellSouth Enterprises**

**Advertising & Publishing  
Group**

**BAPCO**

**Intelligent  
Media  
Ventures**

**L.M.  
Berry**

**Stevens  
Graphics**

**Sales**

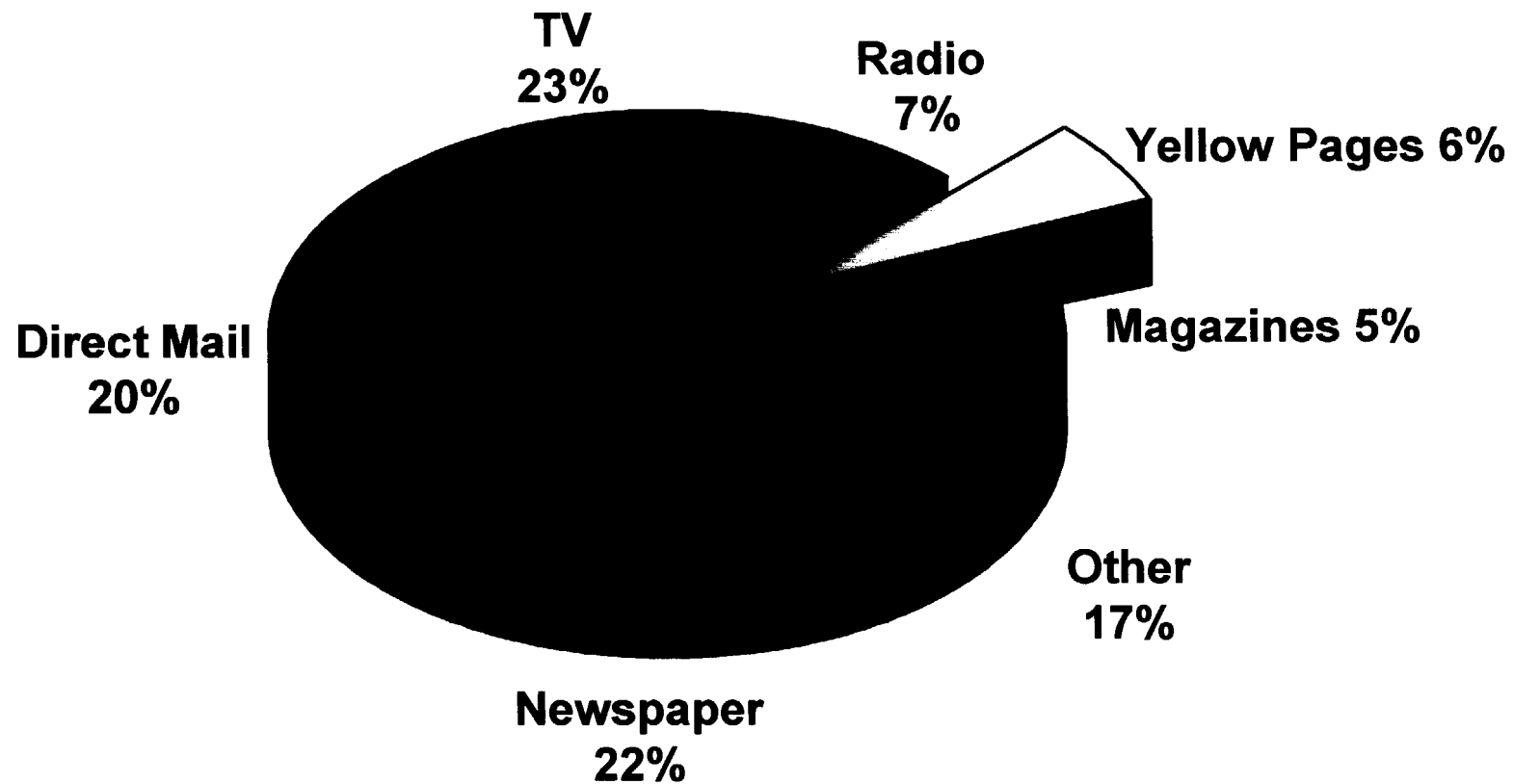
**Marketing**

**Publishing**

# Advertising Industry is Highly Competitive

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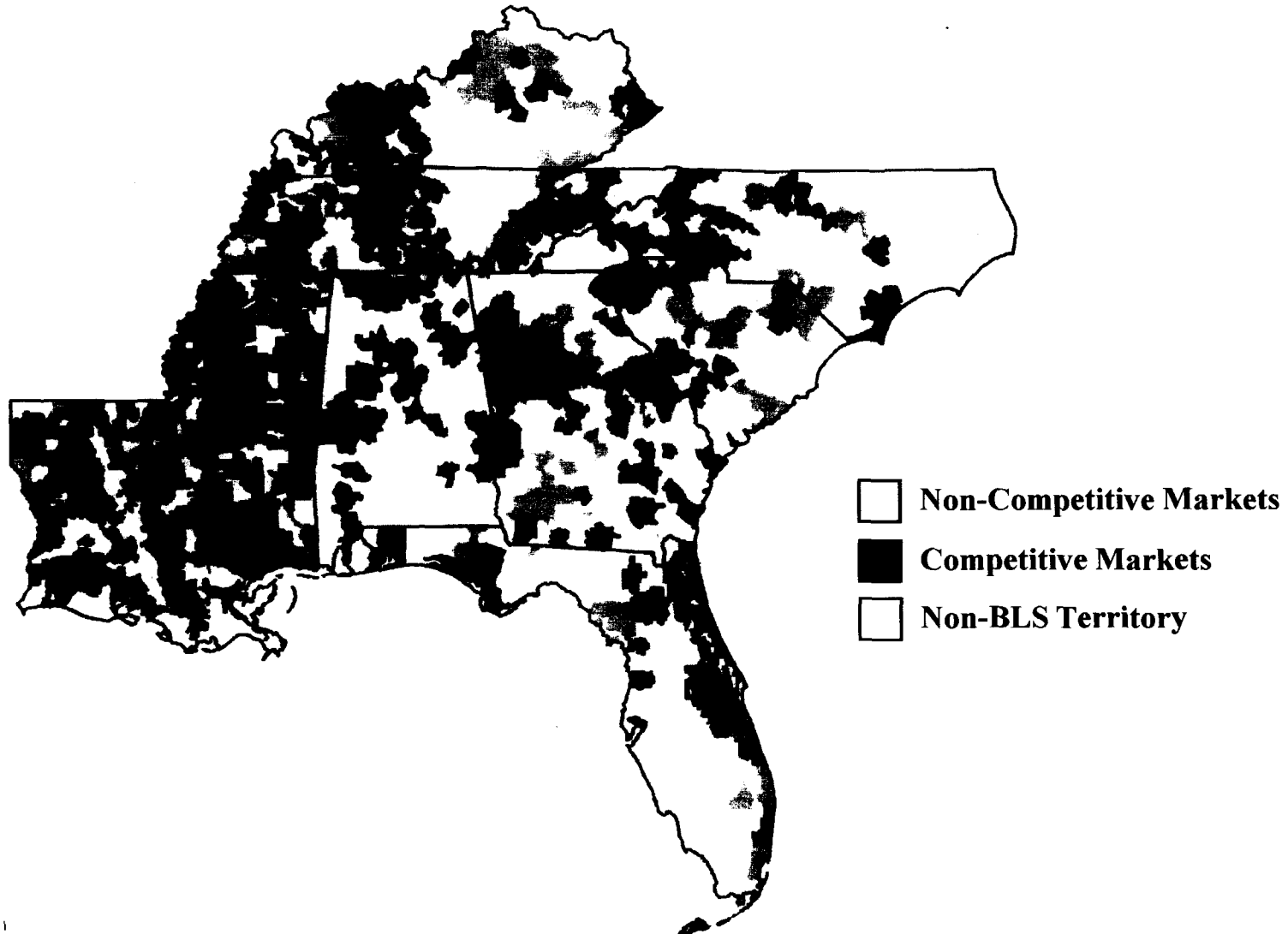
**Yellow Pages is a Part of the Advertising Industry**



**\$175 Billion**

# Competitive Landscape

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# **Local Exchange Telephony Competition**

- \* BAPCO has adopted a LEC Friendly position**
  - ~ Comprehensive directory serving all carriers' customers**
  - ~ Provide high level of service to all customers regardless of choice of LEC**
- \* BAPCO is proactively seeking business relationships with all local exchange telephony providers**
- \* BAPCO is modifying its products and business processes to support telephony competition**

# Providing Call Guide Options

## BST

## Media One

## Generic

### HOW TO DO BUSINESS ESTABLISHING PHONE SERVICE

(For more detailed information on the four service providers listed below, consult the Local Service Provider section immediately following these general Customer Guide pages.)

Local Service Providers	
Home	Business
BellSouth ..... 770-2345	1-800-945-6500 Atlanta, Ga. 770-2000
Outside Georgia ..... 1-800-356-3894	1-800-356-3093
AT&T ..... 1-800-222-5300	1-800-222-0800
International Communications, Inc. .... 1-800-356-9999	1-800-356-9999
BCS ..... 1-800-274-5543	1-800-379-6400
Bluebonnet, Inc. .... 1-770-613-2000	1-770-200-1800
WFI Independent Company ..... 1-800-224-6000	

Pay Telephone Service	
BellSouth Public Communications ..... 1-800-451-2646	
Independent Pay Telephone Providers Service Center ..... 770-2171	

In February 1990, PrivateLine Client agrees to use the Telecommunications Act of 1990. This act of the federal government, the Telecommunications Act of 1990, is taking on a new significance as it provides other choices and communication services to the general public.

Local phone service is one of the many services companies that offer local exchange and other communication services.

Several of the above companies have chosen to purchase advertising to further describe their services. Their information pages are located following the General Customer Guide pages.

### HOW TO DO BUSINESS WITH US ABOUT Bellsouth

At Bellsouth, it's all ours. For our more than 21 million customers here in the Southeast and those around the globe, we offer the most advanced telecommunications products and services imaginable. We're your one-stop source for everything you need and depend on in your daily communications activities and emergency needs.

We realize you do have a choice in where you place to provide your local telephone service, and we want you to choose Bellsouth.

Service	Home	Small Business	Bellsouth Public Communications	Bellsouth Business Services
Local Service Provider	770-2345	1-800-356-3894	1-800-945-6500	1-800-945-6500
Pay Telephone Service	1-800-451-2646	1-800-451-2646	1-800-451-2646	1-800-451-2646
Outside Georgia	1-800-356-3894	1-800-356-3894	1-800-356-3894	1-800-356-3894
AT&T	1-800-222-5300	1-800-222-5300	1-800-222-5300	1-800-222-5300
International Communications, Inc.	1-800-356-9999	1-800-356-9999	1-800-356-9999	1-800-356-9999
BCS	1-800-274-5543	1-800-274-5543	1-800-274-5543	1-800-274-5543
Bluebonnet, Inc.	1-770-613-2000	1-770-613-2000	1-770-613-2000	1-770-613-2000
WFI Independent Company	1-800-224-6000	1-800-224-6000	1-800-224-6000	1-800-224-6000

NOTE: For more details on any of the following services, or to place an order, call your local Bellsouth Service Representative at 770-2345. Home: 1-800-356-3894 (Outside Georgia) or 1-800-945-6500 (Outside Georgia).

**RightTouch® Service - We'll Answer Your Call.**  
RightTouch® Service is an enhanced service that allows residential customers to quickly and easily get the answers they need to their questions. To request a copy of our RightTouch® Service, call 1-800-356-3894. You can order calling services, independent, national, long-distance service or get information and help on how to use telephone services. A full copy of our RightTouch® Service is available to you in the form of a RightTouch® Service. Call 770-2345 for more.

### Atlanta, It's All Within Your Reach.

**AT&T Residential Services - Local and Long Distance:**  
Comprehensive Services/More Questions  
Work as Home Service ..... 1-800-356-3894  
Local Repair Service ..... 1-800-356-3894

You may pay your bill by mail or in person. To locate the nearest service center also for meeting information, call 1-800-356-3894.

**AT&T Business Services - Local and Long Distance:**  
Comprehensive Services/More Questions ..... 1-800-356-3894  
Local Repair Service ..... 1-800-356-3894  
Long Distance Service ..... 1-800-356-3894

You may pay your bill by mail or in person. To locate the nearest service center also for meeting information, call 1-800-356-3894.

#### SERVICES FOR TWENTY USERS

Whether it's your home, a business, a private residence, a hotel, or a public phone, TWENTY users can access Georgia Bell Service 24 hours a day, 7 days a week in the state of Georgia. To make a long call to a number outside Georgia, you may use AT&T Long Distance Bell Service. AT&T Customer Service for the Bell (770) can help you find the right Bell Service, complete a call, bill calls to your calling card, and more. And more efficient than ever before.

Georgia Bell, 24/7	1-800-356-3894
Georgia Bell, VOICE	1-800-356-3894
AT&T Long Distance Bell, 24/7	1-800-356-3894
AT&T Long Distance Bell, VOICE	1-800-356-3894
AT&T Customer Service for the Bell (770)	1-800-356-3894

#### CUSTOMER PROTECTION

Protect yourself against damage. It's important for you to know that you shouldn't be using long distance service without understanding your contract. To protect yourself, ask for the name and phone number of the caller and request information in writing. We believe that the disclosure of service to our Long Distance Company is your best and should only be done when you authorize it.

For information call ..... 1-800-356-3894

We hope all this information has been useful to you. If you have any questions, or if you need more details, please call us at 1-800-356-3894. We're ready to serve you 24 hours a day, 7 days a week.

### HOW TO DO BUSINESS

Media One is a national communications and entertainment company offering services that will help you reach the Atlanta area. We are a subsidiary of US West and they are the only national media company that offers services to the Atlanta area. Media One is making media services available to you. These services are the beginning of our service to you.

#### We Have The Answers

Home and business services with the Media One service center. Call 1-800-356-3894 for more information.

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# **“LEC-Friendly” Contracts In Place**

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- \* AT&T**
- \* MCI Metro**
- \* Time Warner**
- \* BellSouth**
- \* ACSI**
- \* Com. Communications**
- \* GA Comm South**
- \* Hart Communications**
- \* ICI**
- \* Media One**
- \* MFS**
- \* National Telecommunications**
- \* NextLink**
- \* TCG**
- \* Windstar Wireless**

# **Electronic Directory Publishing Development**

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- \* Internet**
- \* Interactive Speech**
- \* CD-ROM**
- \* InfoVentures of Atlanta**
- \* Newspaper Partnerships**

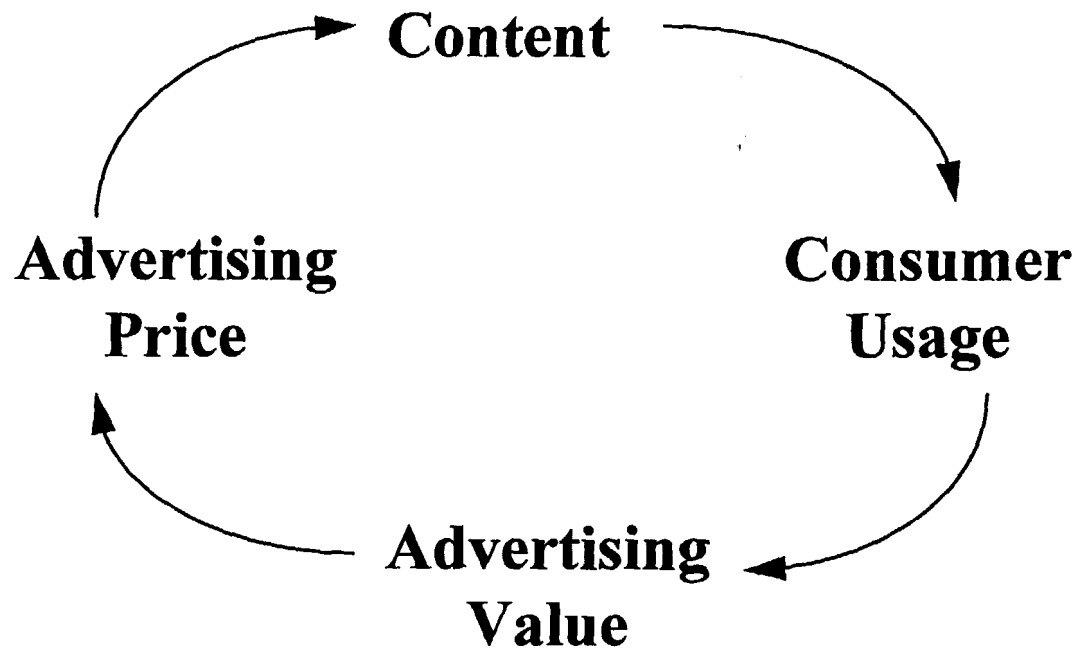
# **Internet = Phenomenal Growth**

	<b><u>1996</u></b>	<b><u>2000</u></b>
<b>Users</b>	<b>23 Million</b>	<b>152 Million</b>
<b>Host Computers</b>	<b>10 Million</b>	<b>120 Million</b>

# **Internet Directory Competitors**

- ~ Other Directory Publishers**
- ~ Interexchange Carriers**
- ~ New Internet Only Directory Companies**
- ~ Software Companies**
- ~ Currently Over 150 Internet Directory Competitors**

# Usage is Key in Advertising Products



## Content

- Listings
- Advertising
- Buying Information

# **Business Conclusions**

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- ~ Advertising is a highly competitive business distinctly different from telephony**
- ~ Electronic Publishing of directory products is already highly competitive**
- ~ An incumbent printed directory publisher has no advantage in the Internet**
- ~ Access to and navigation on the Internet is not controlled by us or our affiliate BOC**
- ~ The law imposes sufficient constraints on our electronic publishing opportunities**

## **“Operate Independently” §274 (b)**

- \* No additional restrictions needed.  
~ Congressional scheme detailed  
and comprehensive**
- \* No authority for further or additional FCC  
imposed restrictions**

## **“Operate Independently” §274 (b)**

- \* Holding company administrative functions may be shared.**
- \* Holding company intellectual property may be shared.**

# **Joint Marketing**

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- \* Publishing subsidiary may promote BOC and other LEC services**

## Areas of Directory Services Available

1. LISTINGS For Residential and Business Customers
2. ADVERTISEMENT Publication for Business Customers
3. CALL GUIDE PAGES APPEARANCE for each individual Carrier
4. DISTRIBUTION of directories to all Carrier customers

### Directory Listings

One free listing for each of your subscriber's primary service numbers, in the appropriate White Pages and/or Yellow Pages Directory at the Yellow Pages heading of his/her choice.

Additional Listings, Foreign Listings and Designer Listings will be published in the appropriate directory when purchased by Carrier customers.

### Advertisement Publication

Professional, full service handling of all business accounts to allow their advertising message to be more informative, noticeable, and effective.

A highly trained and professional staff with years of experience in the publishing business.

A comprehensive targeted television and radio campaign to support the product where your customers will appear.



### ESTABLISHING PHONE SERVICE

Home or Business Service	
GulfSouth	800-333-3333
Guide & Wireless	800-333-3333
Continental Fiber Technologies	800-333-3333
Continental Florida Telephones	800-333-3333
Dura & Electronic Services	800-333-3333
Digital Media Partners	800-333-3333
Florida Telecommunications	800-333-3333
Intermedia Communications	800-333-3333
Interprime - Continental Fiber	800-333-3333
LCI International Telecommunications	800-333-3333
LDOS Communications	800-333-3333
ACT Media	800-333-3333

### Call Guide Pages

General Information for all Carriers will be provided free of charge (Categories provided below). BAPCO will provide normal customer information needed by all customers.

- Telephone Numbers for Establishing Phone Service - Residence and Business
- Telephone Numbers for Repair Service - Residence and Business
- Billing Information - Residence and Business

### Informational/Advertising Pages

- Pages are available for purchase at a discount for information about the Carrier and their services.

- Information about the Carrier
- Products and Services Descriptions
- Establishing or Changing the Service
- Repair
- Billing and Payments
- Information for customers with Disabilities
- Other Helpful Information
- Local Calling
- Local Optional Service
  - Long Distance Calling
  - References to other advertising purchased throughout the directory

The above list is not exhaustive but can be used as a guide in determining the informational needs of each Carrier's customers and informational advertising messages that the Carrier wants to get to its customers. All information placed in the Call Guide Pages must adhere to the Specifications and Standards of BellSouth Advertising & Publishing Corporation.

### Directory Distribution

Blanket coverage of the Market to all Carrier's customers will be made free of charge.

- Delivery Audits conducted to verify receipt of Directory
- Subsequent delivery to your new customers on a timely basis
- Foreign Directories provided at a charge through the Foreign Directory Center



### Additional Directory Benefits

- Reaches the homes and businesses of more customers than any other advertising media.
- Product usage research conducted continuously. Frequency of usage is verifiable.
- Readily available 24 hrs per day - 365 days per year in every home.
- Advertising Support of directories in every market
- Internal and external measurements of quality to ensure consistent, reliable and dependable directory sales, publishing and delivery.

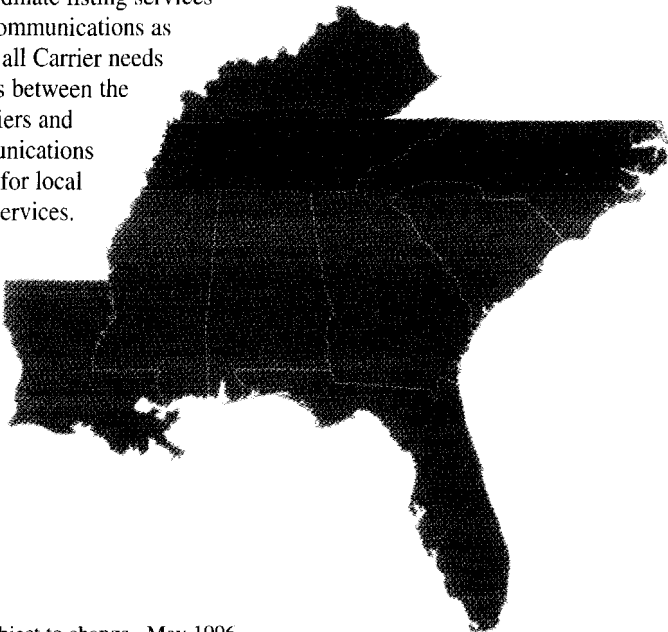
Note: BellSouth Directories are environment friendly and are 100% recyclable

## About Us...

BellSouth Advertising & Publishing Corporation, or BAPCO, is a separate, wholly owned subsidiary of BellSouth Corporation and the largest publisher of telephone directories in the world. The Real Yellow Pages® trademark appears in more than 500 Markets throughout nine Southeastern states. In addition to being the largest directory publisher, BAPCO is a market leader in directory accuracy and directory effectiveness.

In the BellSouth markets, The Real Yellow Pages and the BellSouth White Pages are the universal directories of choice of our consumers, businesses, and business advertisers. Our intention is to continue offering comprehensive directories in our markets for all Local Exchange Carriers. Our directories will provide immediate benefits to our consumers and to the new Local Exchange Carriers entering the BellSouth markets. We will be Local Exchange Carrier friendly and consider all Local Exchange Carriers our customers. We will conduct the directory services business on a consistent basis across all Carriers and for all customers regardless of the Carrier they choose. With respect to directory services matters, our goals are consistent with the goals of the new Carriers, to provide each Carrier's customers and our customers comprehensive inclusion in, and delivery of, the universal directory of choice.

In order to ensure high quality service to all Local Exchange Carriers entering the BellSouth markets, BellSouth Advertising & Publishing Corporation will negotiate all directory services matters and will require a separate contract regarding directory matters. BellSouth Advertising & Publishing Corporation will coordinate listing services with BellSouth Telecommunications as appropriate to ensure all Carrier needs are met. Negotiations between the Local Exchange Carriers and BellSouth Telecommunications may also be required for local telecommunications services.



Above information is subject to change. May 1996.

## Doing Business With Us

BellSouth Advertising & Publishing Corporation is a quality company providing a complete Directory Services Package for all Local Exchange Carriers in the BellSouth markets. During this transition from a single Local Exchange Carrier to multiple Carriers, a familiar directory package that has proven accuracy and exceptional distribution coverage is a necessity for success:

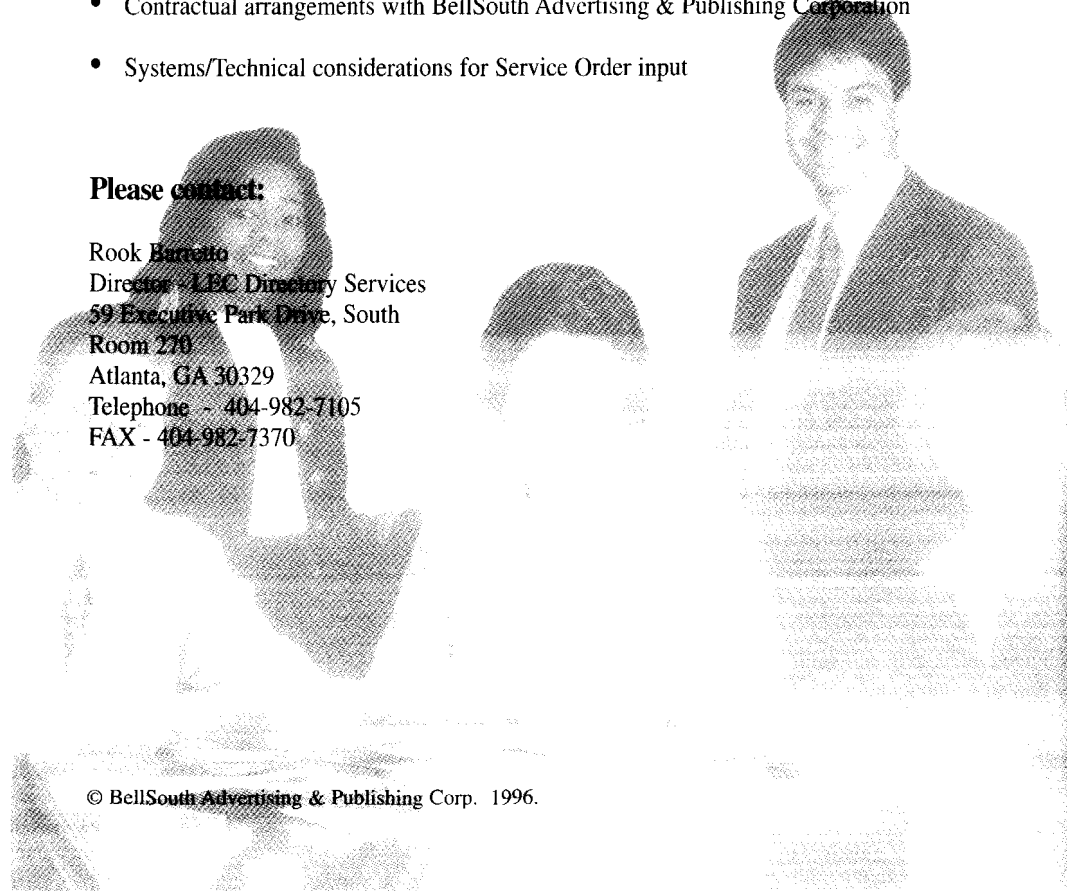
White Pages Accuracy - 99.991%  
Yellow Pages Accuracy - 99.716%  
Distribution Coverage - 96.6%

**We are interested in discussing our directory services package with you.  
To begin discussions on the following:**

- Detailed information on Directory Services
- Contractual arrangements with BellSouth Advertising & Publishing Corporation
- Systems/Technical considerations for Service Order input

### **Please contact:**

Rook Barretto  
Director - LEC Directory Services  
59 Executive Park Drive, South  
Room 270  
Atlanta, GA 30329  
Telephone - 404-982-7105  
FAX - 404-982-7370



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# We Can

Preparation to launch your new local exchange services business entails unending

in order to ensure success.

We at BellSouth Advertising & Publishing Corporation have been in the directory publishing business for many years and would like to work with you to provide you and your customers White Pages and Yellow Pages directory services to further in the local exchange service arena.